

Message Text

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PAGE 01 STATE 041617

15

ORIGIN COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 SS-20 RSC-01 /058 R

66611

DRAFTED BY: COM/BIC/OIM/SAD:CEJOHNSON

APPROVED BY: EB/OCA/REP:LHPOMEROY

COM/BIC/OIM/SAD:BRYNO

BIC/OIM/NE:CBARRETT (PHONE)

EUR/NE:JPOWENS

----- 091908

R 012158Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY STOCKHOLM

UNCLAS STATE 041617

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJ: IN-STORE PROMOTION: A.B. NORDISKA KOMPA NIET

FOR USTC - R.N. KIRBY

REF: STOCKHOLM A-413, 11/2/72, 0049, A-4; TELCON

KIRBY/JOHNSON 2/14/74; MEMO OF CONVERSATION-

STOCKHOLM 2/15/74

1. THE COUNTRY PROGRAM FOR FY '75 AT PRESENT INCLUDES
AN IN-STORE PROMOTION FOR A.B. NORDISKA KOMPA NIET.

2. THE BUDGET LEVEL FOR N.K. STORES IS DOLS 25,000 BASED
ON PURCHASES OF AT LEAST DOLS 250,000 WORTH OF U.S. CONSUMER
GOODS (NON-FOOD) F.O.B., U.S. IN-STORE PROMOTION FUNDING
SHOULD CONFORM WITH COMMERCE GUIDELINES, A-1717, DATED
2/20/73.

3. IT IS IMPORTANT O NOTE THAT COMMERCE IS AWAITING THE
AVAILABILITY OF FUNDING FROM CONGRESS AND CAUTIONS THE
EMBASSY AGAINST SIGNING A FIRM CONTRACT WITH THE STORE.

A LETTER OF INTENT SHOULD SUFFICE UNTIL CONTRACT CAN

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BE SIGNED FOR NEXT FISCAL YEAR.

4. IN REFERENCE STOCKHOLM A-4, 1/4/74, COMMERCE ARRANGING
V.I.P. TREATMENT WITH SOUTHERN FURNITURE FAIR FOR
MESSRS. KALEN AND KARLSTROM. PROMOTIONAL MATERIAL ON
SOUTHERN FURNITURE FAIR WILL BE FORWARDED AS SOON AS
RECEIVED. CASEY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Draft Date: 01 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE041617
Document Source: CORE
Document Unique ID: 00
Drafter: COM/BIC/OIM/SAD:CEJOHNSON
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: STATE
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ISecure: 1
Legacy Key: link1974/newtext/t19740374/aaaacqjn.tel
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30 JUN 2005

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Subject: IN-STORE PROMOTION: A.B. NORDISKA KOMPANIET FOR USTC - R.N. KIRBY
TAGS: BEXP, SW
To: STOCKHOLM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005